SILVER SALTIES - Brand Guidelines

Considerations
- Wherever possible, the full colour logo should be used.
- The full colour logo may be used on white and coloured backgrounds. If using a coloured background there must be enough contrast between the background and the logo to maximise legibility and clarity.
- The logo may also be used on a photographic background of adequate contrast.
- The full mono logo is recommended to be used only on mono applications (such as newspaper) or merchandise.

Suggested Applications
- Events – signage, collateral and apparel
- Event merchandise

Note: Clubs must not use the *Surf Life Saving Australia* logo unless its part of a template provided by Surf Life Saving Australia.

PANTONE COOL GREY 5 OR CMYK 14/9/9/23

PANTONE 2945 OR CMYK 100/50/1/15

GREY 30% BLACK

BLACK 100%

REVERSED

REVERSED

WHITE

BLACK 60%

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EXCLUSION ZONES

It is important that the appearance of our logo remains consistent. The logo should not be misinterpreted, modified or added to in any way. It must never be re-drawn or adjusted. The logo has been designed to reproduce at a minimum width of 20mm. There is no maximum reproduction size.

In order to ensure that the integrity of the logo is maintained, there is an exclusion zone surrounding it which must be honoured. No other graphic material, type or imagery should be closer than the guidelines drawn around the logo periphery, or exclusion zone. The exclusion zone, forming a rectangle, must be maintained above, below, to the left and right of the logo.

LOGO VARIATIONS AND EXCLUSIONS

INCORRECT LOGO USAGE

It is important that the brand is not altered in any way and that its appearance is always consistent across any medium.

Do
• Use only the provided logo artwork
• Utilise the appropriate logo version for the appropriate task
• Use only one logo per application

Don't
• Change the proportions of either the logo or tagline in relation to one another, e.g. making the logotype bigger, but keeping the logo the same size
• Make the logo 3D
• Use the logo in any colours other than those from the logo artworks
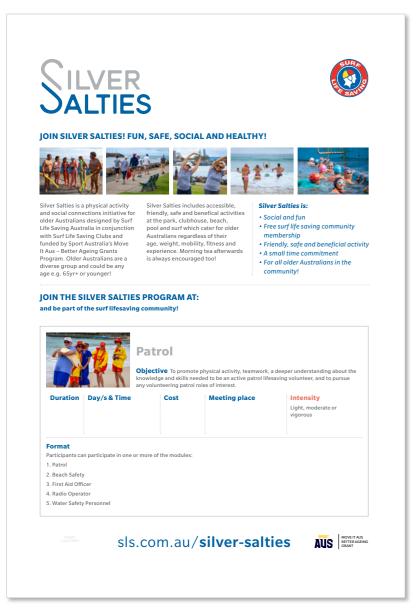• Rotate, stretch, re-colour, outline, add to it or manipulate the logo

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EXAMPLE PLACEMENT

A3 POSTER

T-SHIRT

KEEP CUP